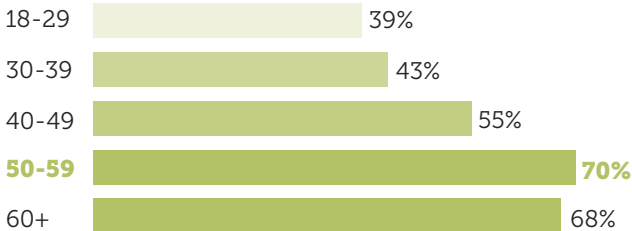


carrots

WHOLE OR BABY, CARROTS ARE CONSISTENTLY TOP on the list for consumers; this year they came in as the fourth most popular vegetable in the *Fresh Trends* survey.

For five years now, the likelihood of a carrot purchase has increased according to income. Shoppers earning more than \$100,000 annually were some of the most likely to buy the root vegetable, as was the case last year. Probably because of affinity to growing areas, Western shoppers were more likely to buy carrots than those in other regions—a trend now in its third year.

Likelihood of purchase based on age*



*Considering primary household buyers



of customers purchased carrots within the past 12 months

Likelihood of purchase based on region

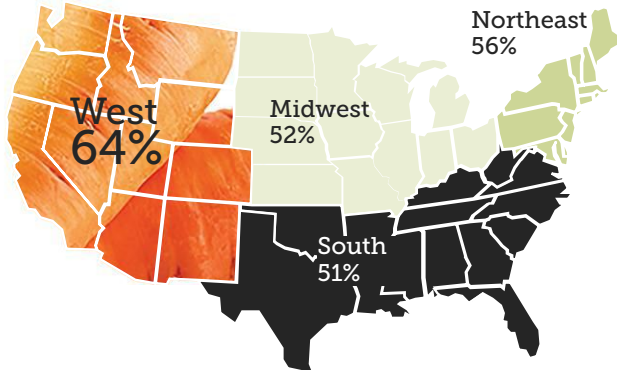


Photo: Farm Journal & iStock

FRESH trends DATA

For more Fresh Trends data online, including interactive features, scan:



OVERVIEW

Organic carrots continue to be a big seller with more than 45% of all carrot sales ringing up as organic. Sales volume continued to grow in 2020, rising more than 12% and creating nearly \$625 million in sales. Despite their popularity, don't expect them to sell themselves. Provide plenty of carrot options and keep organic carrots in the promotional rotation year-round.

FRESH TRENDS 2021

11% of consumers said they purchased organic carrots exclusively, down from 12% last year, while another 18% said they bought organic carrots at least some of the time.

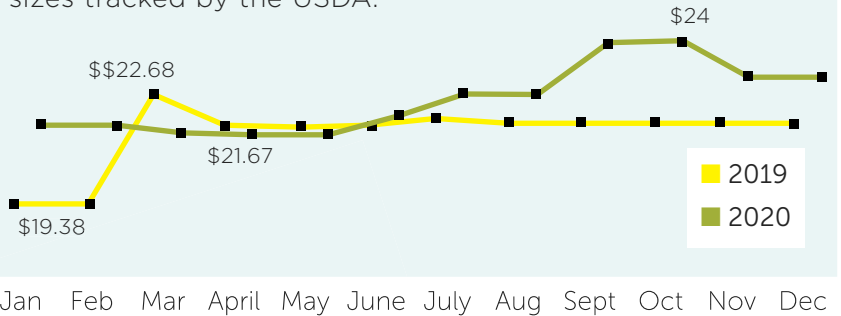


Sales	2020	% change from 2019
Pounds sold	455,713,747	14.9%
Retail sales	\$624,767,509	12.3%
2020		2019
Average retail price per lb.	\$1.37	\$1.40
Dollar share of organic vegetables	\$12.53	\$13.07
Organic percent of retail carrot sales 2020: 46.33%		

Source: IRI

Organic monthly shipping point prices 2019-20

Shipping point prices include all locations, varieties and sizes tracked by the USDA.



To read more, scan the QR code.

MARKETING TIPS

Carrots are a versatile vegetable, which creates plenty of promotional opportunities. Aim promotions at both adults and children to capture taste buds across the spectrum. Cross-merchandise organic carrots with organic salad mixes and dressings as well as organic vegetable dips. Offer a variety of organic carrot options

from baby carrots to coins to sticks to meet every shopper's needs.

DOS AND DON'TS

✓ DO: Include carrots in organic fresh-cut medleys aimed at convenience-minded consumers.

✗ DON'T: Don't limit yourself to just one type of carrot cut. Experiment to find which one sells best to your consumers.

Organic

Dynamic Display

1



Display bagged baby carrots upright in a refrigerated case with other bagged organic options.

HANDLING

- > Temperature: 33 to 35°F, 0.6 to 1.7°C
- > Relative humidity: 98-100%
- > Mist: lightly
- > Typical shelf life: 28 to 180 days
- > Ethylene-sensitive. Do not store or transport with ethylene-producing products, which can give carrots a bitter flavor.
- > Odor-sensitive. Carrots will absorb odors from apples and pears.